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2003 SOUTH EASTON RD  
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DOYLESTOWN, PA 18901

EXAMINER
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SHELEHEDA, JAMES R

ART UNIT	PAPER NUMBER
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2623

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PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 09/712,790	<b>Applicant(s)</b> ELDERING ET AL.	
	<b>Examiner</b> James Sheleheda	<b>Art Unit</b> 2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 29 May 2007.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 1-10, 12-18, 60 and 62-103 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-10, 12-18, 60 and 62-103 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |                                                                                                            |                                                                                         |
|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)                                           | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                       | 5) <input type="checkbox"/> Notice of Informal Patent Application                       |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____                                                |

## DETAILED ACTION

### *Response to Arguments*

1. Applicant's arguments filed 05/29/07 have been fully considered but they are not persuasive.

In response to applicant's arguments against the references individually, one cannot show nonobviousness by attacking references individually where the rejections are based on combinations of references. See *In re Keller*, 642 F.2d 413, 208 USPQ 871 (CCPA 1981); *In re Merck & Co.*, 800 F.2d 1091, 231 USPQ 375 (Fed. Cir. 1986).

In this case, as indicated in the rejections, it is the combination of Zigmond with Guyot and Doherty which discloses the current claim limitations. Zigmond discloses wherein advertisers pay to have their advertisement displayed and wherein the advertiser may select to have their advertisement immediately follow a competitor's advertisement (column 14, lines 17-21). Guyot was relied upon to disclose utilizing a queue of advertisements (column 7, lines 58-62) wherein the advertisers are charged for inclusion of their ads within the queue (column 10, lines 23-29). Finally, Doherty specifically discloses wherein advertisers may pay to alter the order of the advertisements within the queue (paragraphs 40, 46, 48 and 49).

Thus, as Zigmond has been modified to include a queue of a plurality of selected advertisements, as opposed to selecting a single advertisement, it is the combination of Zigmond with Guyot and Doherty which disclose the current claim limitations, as an

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advertiser may purchase a specific queue slot (i.e. the slot immediately after a competitor's slot) so as to allow advertisers to display their advertisements at a time that is likely to provide the greatest impact to the viewer.

Therefore, applicant's arguments are not persuasive.

***Claim Rejections - 35 USC § 103***

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1, 2, 7, 8, 10, 12-18, 60, 62-93 and 97-103 are rejected under 35 U.S.C. 103(a) as being unpatentable over Zigmond et al. (Zigmond) (of record) in view of Guyot et al. (Guyot) (6,119,098) (of record) and Doherty (US 2003/0200128 A1) (of record).

As to claim 1, Zigmond discloses a method of selectively inserting advertisements into a programming stream (column 4, lines 7-15) at different receiving nodes of a communications network (households receiving broadcast television signals; column 7, lines 13-36), said method comprising:

(a) transmitting the programming stream from a central location (Fig. 3, content provider, 50) to one or more receiving nodes (households, 56 receiving broadcast signals; column 7, lines 1-12);

(b) storing advertisements (column 17, lines 21-28 and column 11, lines 31-49) at a node of said network (storing ads in ad repository, 86; Fig. 5, column 15, lines 24-34),

each advertisement being previously matched to one or more subscribers associated with one of said receiving nodes (wherein only ads selected by the ad selection criteria for a subscriber are sent to memory and stored; Fig 5; column 15, lines 16-23 and column 11, lines 31-49);

(d) selling slots to third parties (wherein third party advertisers contract to have their ads inserted to consumers; see Zigmond at column 8, lines 22-29 and column 14, lines 17-21).

(e) determining at each of said receiving nodes (through a received trigger), one or more intervals in said programming stream within which advertisements may be inserted (column 15, lines 35-44);

(g) inserting said advertisement into said programming stream at said receiving node within said determined one or more intervals (column 15, lines 57-65).

While Zigmond discloses information determining the next advertisement to inserted (selection criteria; Fig. 6, step 110), corresponding to a subset of said plurality of receiving nodes (corresponding to a particular viewer; column 11, lines 35-49) and responsive to said determination, retrieving the next advertisement (Fig. 6, step 110; column 17, lines 23-32), he fails to specifically disclose storing a queue, said queue comprising an ordered list of advertisement resource locators (ARLs) and a plurality of queue slots, each of said ARL's comprising data disclosing a location of a corresponding advertisement, retrieving from said queue one of said ARLs in accordance with said order and wherein the sold specific queue slots at least partially determine the order of the ARLs in said ordered list.

In an analogous art, Guyot discloses a system for displaying targeted advertising (Fig. 1; column 3, lines 13-16) wherein a queue of targeted advertisements is transmitted from a server to a subscriber system (column 5, lines 18-22 and column 4, lines 29-39) containing address locations advertisements (column 4, lines 49-50) and advertisements are then selected from the ad queue for display (column 7, lines 58-62) wherein the advertisers are charged for inclusion of their ads within the queue (column 10, lines 23-29) for the typical benefit of allowing the system to better control the output and updating of advertisements (column 3, lines 49-54, column 5, lines 18-27 and column 6, line 64-column 7, line 11).

Additionally, in an analogous art, Doherty discloses a system for displaying targeted advertising (Fig. 1; paragraph 25, lines 1-6) wherein a scheduler (140, Fig. 1) will assemble an ordered list (the schedule; paragraph 29) of references (or ARLs) pointing to advertisements (paragraph 28, lines 3-7 and paragraph 29), based upon advertisement priorities (paragraph 40), to determine the order in which advertisements are to be displayed (paragraph 38) wherein locations in the ordered list are sold to advertisers (advertisers pay a fee for their ads to be included and displayed; paragraphs 40, 46, 48 and 49) and wherein the sold locations at least partially determine the order of the ARLs in said ordered list (wherein advertisers pay to increase their ad priority and playback time; paragraphs 40, 46, 48 and 49) for the typical benefit of allowing the system provider additional revenue while allowing advertisers to control the display of their advertisement as desired (paragraphs 40, 46, 48 and 49).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Zigmond's system to include storing a queue, said queue comprising an ordered list of advertisement resource locators (ARLs), each of said ARLs comprising data disclosing a location of a corresponding advertisement and retrieving from said queue one of said ARLs in accordance with said order, as taught by Guyot, for the typical benefit of allowing the system to better control the output and updating of advertisements.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Zigmond and Guyot's system to include wherein the sold specific queue slots at least partially determine the order of the ARLs in said ordered list, as taught by Doherty, for the typical benefit of allowing the system provider additional revenue while allowing advertisers to control the display of their advertisement as desired.

As to claim 2, Zigmond, Guyot and Doherty disclose wherein said programming stream includes indicators that identify the start of an avail (encoded trigger signal; see Zigmond at column 15, lines 45-52) in said programming stream for insertion of an advertisement (see Zigmond at column 15, lines 35-37), wherein step (e) includes detecting said indicators (see Zigmond at column 15, lines 57-61) and wherein step (g) includes inserting said advertisement into said avail (see Zigmond at column 15, lines 57-61).

As to claim 7, Zigmond, Guyot and Doherty disclose wherein said queues are stored locally at said receiving nodes to which they correspond (see Guyot at column 4, lines 28-38).

As to claim 8, Zigmond, Guyot and Doherty disclose wherein step (a) includes receiving a plurality of channels of television programming (see Zigmond at column 7, lines 1-12 and 14-28) and selecting one of said channels (the currently tuned program channel; see Zigmond at column 13, lines 14-39 and column 15, lines 45-49), wherein step (e) includes detecting said avails in said selected channel (triggers in the current channel; see Zigmond at column 15, lines 45-52) and wherein step (g) includes inserting said advertisements into said avails in said selected channel (inserting ads into the current monitored stream; see Zigmond at column 15, lines 57-65).

As to claim 10, Zigmond, Guyot and Doherty disclose wherein step (b) includes storing said advertisements at said receiving node (ad repository, 86 in ad insertion device 80; see Zigmond at Fig. 5, column 15, lines 24-34).

As to claim 12, Zigmond, Guyot and Doherty disclose wherein step (d) includes selling the specific queue slots to advertisers (wherein third party advertisers contract to have their ads inserted to consumers; see Zigmond at column 8, lines 22-29 and column 14, lines 17-21).



As to claim 13, Zigmond, Guyot and Doherty disclose wherein step (d) includes selling the specific queue slots (selling a predetermined number of ad exposures; see Zigmond at column 8, lines 22-29) based at least partially on a repetition rate within said queue of said sold locations (wherein the ad is repeated a set number of times within a given time period; see Zigmond at column 13, lines 40-45).

As to claim 14, Zigmond, Guyot and Doherty disclose wherein said repetition rate is non-linear (wherein the ad is blocked after a set number of presentations, which stops the ad from repeating at the same rate, to prevent frustration from viewers; see Zigmond at column 13, lines 40-47).

As to claim 15, Zigmond, Guyot and Doherty disclose (h) recording a portion of said stream for subsequent playback (see Zigmond at column 3, lines 9-12 and column 14, lines 1-12).

As to claim 16, Zigmond, Guyot and Doherty disclose wherein step (g) includes inserting said advertisements into said stream as the stream is being recorded (wherein the system inserts ads into the received stream being recorded whenever the indicator appears; see Zigmond at column 14, lines 1-12 and column 15, lines 45-65).

As to claim 17, Zigmond, Guyot and Doherty disclose wherein step (g) includes inserting said advertisements into said stream when the stream is played back

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(replacing older ads with newer ones in the recorded material; see Zigmond at column 14, lines 1-12).

As to claim 18, Zigmond, Guyot and Doherty disclose wherein step (g) includes inserting said advertisements into said stream (the current video stream being received and displayed) between the time the stream is recorded and the time it is played back (when a program is recorded and played back at a later time, such as the next day, the system would be continuing to insert ads into the received video stream during that time period; see Zigmond at column 17, lines 21-32).

As to claim 60, Zigmond discloses a method of inserting advertisements into programming stream (column 4, lines 7-15) in a communications network (Fig. 3; column 7, lines 13-36), said method comprising:

(a) transmitting said programming stream from a central location (Fig. 3, content provider, 50) to one or more receiving nodes (households, 56 receiving broadcast signals; column 7, lines 1-12);

(c) selling slots to third parties (wherein third party advertisers contract to have their ads inserted to consumers; see Zigmond at column 8, lines 22-29);

(d) detecting one or more intervals in said programming stream (through a received trigger) within which advertisements may be inserted (column 15, lines 35-44);

(e) inserting advertisements into said programming stream within said detected intervals (column 15, lines 57-65), wherein the order of the advertisements is

independent of the timing of the determined one or more intervals (wherein ads are inserted based upon time independent information, such as program content, ratings and user preferences, habits and demographics; column 12, line 44-column 13, line 12, column 13, lines 48-58 and column 14, lines 13-58).

While Zigmond discloses information determining the next advertisement to inserted (selection criteria; Fig. 6, step 110) and inserting advertisements in accordance with said information (Fig. 6, step 110; column 17, lines 23-32), he fails to specifically disclose storing one or more queues, each queue associated with one or more subscribers, comprising an ordered list of advertisements and a plurality of queue slots, and inserting said unscheduled advertisements in accordance with said ordered list and wherein the sold specific queue slots at least partially determine the order of the ARLs in said ordered list.

In an analogous art, Guyot discloses a system for displaying targeted advertising (Fig. 1; column 3, lines 13-16) wherein a queue of targeted advertisements is transmitted from a server to a subscriber system (column 5, lines 18-22 and column 4, lines 29-39) containing address locations advertisements (column 4, lines 49-50) and advertisements are then selected from the ad queue for display (column 7, lines 58-62) for the typical benefit of allowing the system to better control the output and updating of advertisements (column 3, lines 49-54, column 5, lines 18-27 and column 6, line 64-column 7, line 11).

Additionally, in an analogous art, Doherty discloses a system for displaying targeted advertising (Fig. 1; paragraph 25, lines 1-6) wherein a scheduler (140, Fig. 1)

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will assemble an ordered list (the schedule; paragraph 29) of references (or ARLs) pointing to advertisements (paragraph 28, lines 3-7 and paragraph 29), based upon advertisement priorities (paragraph 40), to determine the order in which advertisements are to be displayed (paragraph 38) wherein locations in the ordered list are sold to advertisers (advertisers pay a fee for their ads to be included and displayed; paragraphs 40, 46, 48 and 49) and wherein the sold locations at least partially determine the order of the ARLs in said ordered list (wherein advertisers pay to increase their ad priority and playback time; paragraphs 40, 46, 48 and 49) for the typical benefit of allowing the system provider additional revenue while allowing advertisers to control the display of their advertisement as desired (paragraphs 40, 46, 48 and 49).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Zigmond's system to include storing a queue, said queue comprising an ordered list of advertisement resource locators (ARLs), each of said ARLs comprising data disclosing a location of a corresponding advertisement and retrieving from said queue one of said ARLs in accordance with said order, as taught by Guyot, for the typical benefit of allowing the system to better control the output and updating of advertisements.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Zigmond and Guyot's system to include wherein the sold locations at least partially determine the order of the ARLs in said ordered list, as taught by Doherty, for the typical benefit of allowing the system provider additional

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revenue while allowing advertisers to control the display of their advertisement as desired.

As to claim 62, Zigmond, Guyot and Doherty disclose wherein the advertisements in the queues are independent of the substance programming stream (wherein the advertisements to be displayed are dependent upon the user's viewing habits or demographics; see Zigmond at column 13, lines 7-13, column 14 lines 13-58 and column 17, lines 21-26).

As to claim 63, Zigmond, Guyot and Doherty disclose wherein each of the one or more queues is associated with a channel in the programming stream (wherein the advertisements to be displayed, and therefore the queue holding them, are dependent upon, and therefore associated with, the current channel being viewed; see Zigmond at column 12, lines 47-53).

As to claim 64, Zigmond, Guyot and Doherty disclose wherein step (a) includes transmitting a plurality of channels within the programming stream and selecting one of said channels (see Zigmond at column 11, lines 15-18), and wherein step (e) includes inserting the advertisements (see Zigmond at column 15, lines 57-65) from a queue associated with the selected channel (wherein the advertisements to be displayed, and therefore the queue holding them, are dependent upon, and therefore associated with,

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the current channel being viewed; see Zigmond at column 12, lines 47-53) into the detected intervals in the selected channel (see Zigmond at column 15, lines 57-65).

As to claim 65, Zigmond, Guyot and Doherty disclose wherein the queues are stored at the subscriber node (see Guyot at column 4, lines 28-38).

As to claim 66, Zigmond, Guyot and Doherty disclose wherein the specific queue slots are sold to advertisers (wherein third party advertisers contract to have their ads inserted to consumers; see Zigmond at column 8, lines 22-29 and column 14, lines 17-21).

As to claim 67, Zigmond, Guyot and Doherty disclose wherein the specific queue slots are sold (selling a predetermined number of ad exposures; see Zigmond at column 8, lines 22-29) based at least partially on a repetition rate within the queue of the sold specific queue slots (wherein the ad is repeated a set number of times within a given time period; see Zigmond at column 13, lines 40-45).

As to claim 68, Zigmond, Guyot and Doherty disclose wherein said repetition rate is non-linear (wherein the ad is blocked after a set number of presentations, which stops the ad from repeating at the same rate, to prevent frustration from viewers; see Zigmond at column 13, lines 40-47).

As to claim 69, Zigmond, Guyot and Doherty disclose (f) recording a portion of said programming stream for subsequent playback (see Zigmond at column 3, lines 9-12 and column 14, lines 1-12).

As to claim 70, Zigmond, Guyot and Doherty disclose wherein the advertisements are inserted into said programming stream as the stream is being recorded (wherein the system inserts ads into the received stream being recorded whenever the indicator appears; see Zigmond at column 14, lines 1-12 and column 15, lines 45-65).

As to claim 71, Zigmond, Guyot and Doherty disclose wherein the advertisements are inserted into said programming stream when the stream is played back (replacing older ads with newer ones in the recorded material; see Zigmond at column 14, lines 1-12).

As to claim 72, Zigmond, Guyot and Doherty disclose wherein the advertisements are inserted into said programming stream (the current video stream being received and displayed) between the time the stream is recorded and the time it is played back (when a program is recorded and played back at a later time, such as the next day, the system would be continuing to insert ads into the received video stream during that time period; see Zigmond at column 17, lines 21-32).

As to claim 73, Zigmond, Guyot and Doherty disclose wherein the retrieved ARL is not dependent on a selection of a corresponding advertisement (see Zigmond at column 16, line 65-column 17, line 9).

As to claim 74, Zigmond, Guyot and Doherty disclose wherein the ARLs are not linked to the determined interval until the ARL is retrieved from the queue (wherein the next ads are selected independent of the upcoming interval; see Zigmond at Fig. 6; column 17, lines 21-32).

As to claim 75, Zigmond, Guyot and Doherty disclose wherein the order of the ARLs in the ordered list is independent of the substance of the advertisements corresponding to the ARLs in the queue (wherein the ads are selected based upon the advertisers desire to target particular demographics; see Zigmond at column 14, lines 35-58).

As to claim 76, Zigmond, Guyot and Doherty disclose wherein the inserted advertisement is not dependent on a selection of that advertisement (see Zigmond at column 16, line 65-column 17, line 9).

As to claim 77, Zigmond, Guyot and Doherty disclose wherein the advertisements are not linked to the detected one or more intervals until the



advertisement is inserted into the detected intervals (wherein the next ads are selected independent of the upcoming interval; see Zigmond at Fig. 6; column 17, lines 21-32).

As to claim 78, Zigmond, Guyot and Doherty disclose wherein the order of the advertisements in the ordered list is independent of the substance of the advertisements in the queue (wherein the ads are selected based upon the advertisers desire to target particular demographics; see Zigmond at column 14, lines 35-58).

As to claim 79, Zigmond discloses a method of inserting advertisements into a programming stream (column 4, lines 7-15) in a communications network (column 7, lines 13-36), said method comprising:

- (a) transmitting the programming stream from a central location (Fig. 3, content provider, 50) to one or more receiving nodes (households, 56 receiving broadcast signals; column 7, lines 1-12);

- (b) storing said programming stream at one or more receiving nodes (column 14, lines 1-12);

- (d) selling slots to third parties (wherein third party advertisers contract to have their ads inserted to consumers; see Zigmond at column 8, lines 22-29);

- (e) retrieving the stored programming stream from the one or more receiving nodes to create a retrieved programming stream (displaying the recorded programming; column 14, lines 1-12);

(f) detecting one or more intervals in said retrieved programming stream (through a received trigger) within which advertisements may be inserted (column 15, lines 35-44); and

(g) inserting said advertisement into said retrieved programming stream at said receiving node within said determined one or more intervals (column 15, lines 57-65).

While Zigmond discloses information determining the next advertisement to inserted (selection criteria; Fig. 6, step 110), corresponding to a subset of said plurality of receiving nodes (corresponding to a particular viewer; column 11, lines 35-49) and responsive to said determination, retrieving the next advertisement (Fig. 6, step 110; column 17, lines 23-32),

he fails to specifically disclose storing one or more queues, each queue associated with one or more subscribers, comprising an ordered list of advertisements and a plurality of queue slots and inserting said unscheduled advertisements in accordance with said ordered list and wherein the said specific queue slots at least partially determine the order of the ARLs in said ordered list.

In an analogous art, Guyot discloses a system for displaying targeted advertising (Fig. 1; column 3, lines 13-16) wherein a queue of targeted advertisements is transmitted from a server to a subscriber system (column 5, lines 18-22 and column 4, lines 29-39) containing address locations advertisements (column 4, lines 49-50) and advertisements are then selected from the ad queue for display (column 7, lines 58-62) for the typical benefit of allowing the system to better control the output and updating of

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advertisements (column 3, lines 49-54, column 5, lines 18-27 and column 6, line 64-column 7, line 11).

Additionally, in an analogous art, Doherty discloses a system for displaying targeted advertising (Fig. 1; paragraph 25, lines 1-6) wherein a scheduler (140, Fig. 1) will assemble an ordered list (the schedule; paragraph 29) of references (or ARLs) pointing to advertisements (paragraph 28, lines 3-7 and paragraph 29), based upon advertisement priorities (paragraph 40), to determine the order in which advertisements are to be displayed (paragraph 38) wherein locations in the ordered list are sold to advertisers (advertisers pay a fee for their ads to be included and displayed; paragraphs 40, 46, 48 and 49) and wherein the sold locations at least partially determine the order of the ARLs in said ordered list (wherein advertisers pay to increase their ad priority and playback time; paragraphs 40, 46, 48 and 49) for the typical benefit of allowing the system provider additional revenue while allowing advertisers to control the display of their advertisement as desired (paragraphs 40, 46, 48 and 49).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Zigmond's system to include storing a queue, said queue comprising an ordered list of advertisement resource locators (ARLs), each of said ARLs comprising data disclosing a location of a corresponding advertisement and retrieving from said queue one of said ARLs in accordance with said order, as taught by Guyot, for the typical benefit of allowing the system to better control the output and updating of advertisements.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Zigmond and Guyot's system to include wherein the sold locations at least partially determine the order of the ARLs in said ordered list, as taught by Doherty, for the typical benefit of allowing the system provider additional revenue while allowing advertisers to control the display of their advertisement as desired.

As to claim 80, Zigmond, Guyot and Doherty disclose wherein the advertisements in the queues are independent of the substance programming stream (wherein the advertisements to be displayed are dependent upon the user's viewing habits or demographics; see Zigmond at column 13, lines 7-13, column 14 lines 13-58 and column 17, lines 21-26).

As to claim 81, Zigmond, Guyot and Doherty disclose wherein each of the one or more queues is associated with a channel in the programming stream (wherein the advertisements to be displayed, and therefore the queue holding them, are dependent upon, and therefore associated with, the current channel being viewed; see Zigmond at column 12, lines 47-53).

As to claim 82, Zigmond, Guyot and Doherty disclose wherein step (a) includes transmitting a plurality of channels within the programming stream and selecting one of said channels (see Zigmond at column 11, lines 15-18), and wherein step (g) includes

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inserting the advertisements (see Zigmond at column 15, lines 57-65) from a queue associated with the selected channel (wherein the advertisements to be displayed, and therefore the queue holding them, are dependent upon, and therefore associated with, the current channel being viewed; see Zigmond at column 12, lines 47-53) into the detected intervals in the selected channel (see Zigmond at column 15, lines 57-65).

As to claim 83, Zigmond, Guyot and Doherty disclose wherein the queues are stored at the subscriber node (see Guyot at column 4, lines 28-38).

As to claim 84, Zigmond, Guyot and Doherty disclose wherein the specific queue slots are sold to advertisers (wherein third party advertisers contract to have their ads inserted to consumers; see Zigmond at column 8, lines 22-29 and column 14, lines 17-21).

As to claim 85, Zigmond, Guyot and Doherty disclose wherein the specific queue slots are sold (selling a predetermined number of ad exposures; see Zigmond at column 8, lines 22-29) based at least partially on a repetition rate within the queue of the sold specific queue slots (wherein the ad is repeated a set number of times within a given time period; see Zigmond at column 13, lines 40-45).

As to claim 86, Zigmond, Guyot and Doherty disclose wherein said repetition rate is non-linear (wherein the ad is blocked after a set number of presentations, which stops

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the ad from repeating at the same rate, to prevent frustration from viewers; see Zigmond at column 13, lines 40-47).

As to claim 87, Zigmond, Guyot and Doherty disclose (h) recording a portion of said programming stream for subsequent playback (see Zigmond at column 3, lines 9-12 and column 14, lines 1-12).

As to claim 88, Zigmond, Guyot and Doherty disclose wherein the advertisements are inserted into said programming stream as the stream is being recorded (wherein the system inserts ads into the received stream being recorded whenever the indicator appears; see Zigmond at column 14, lines 1-12 and column 15, lines 45-65).

As to claim 89, Zigmond, Guyot and Doherty disclose wherein the advertisements are inserted into said programming stream when the stream is played back (replacing older ads with newer ones in the recorded material; see Zigmond at column 14, lines 1-12).

As to claim 90, Zigmond, Guyot and Doherty disclose wherein the advertisements are inserted into said programming stream (the current video stream being received and displayed) between the time the stream is recorded and the time it is played back (when a program is recorded and played back at a later time, such as the

next day, the system would be continuing to insert ads into the received video stream during that time period; see Zigmond at column 17, lines 21-32).

As to claim 91, Zigmond, Guyot and Doherty disclose wherein the inserted advertisement is not dependent on a selection of that advertisement (see Zigmond at column 16, line 65-column 17, line 9).

As to claim 92, Zigmond, Guyot and Doherty disclose wherein the advertisements are not linked to the detected one or more intervals until the advertisement is inserted into the detected intervals (wherein the next ads are selected independent of the upcoming interval; see Zigmond at Fig. 6; column 17, lines 21-32).

As to claim 93, Zigmond, Guyot and Doherty disclose wherein the order of the advertisements in the ordered list is independent of the substance of the advertisements in the queue (wherein the ads are selected based upon the advertisers desire to target particular demographics; see Zigmond at column 14, lines 35-58).

As to claims 94-96, Zigmond, Guyot and Doherty disclose wherein the order of the advertisements is independent of the timing of the detected intervals (wherein ads are inserted based upon time independent information, such as program content, ratings and user preferences, habits and demographics; column 12, line 44-column 13, line 12, column 13, lines 48-58 and column 14, lines 13-58).

As to claim 97, Zigmond discloses a method of inserting advertisements into a programming stream in a communications network (column 4, lines 7-15), the method comprising:

(a) transmitting said programming stream from a central location (Fig. 3, content provider, 50) to one or more receiving nodes (households, 56 receiving broadcast signals; column 7, lines 1-12);

(c) selling specific locations to third parties (wherein third party advertisers contract to have their ads inserted to consumers; see Zigmond at column 8, lines 22-29 and column 14, lines 17-21).

(d) detecting one or more intervals in said programming stream within which advertisements may be inserted (column 15, lines 35-44);

(e) inserting advertisements into said programming stream within said detected one or more intervals (column 15, lines 57-65).

While Zigmond discloses information determining the next advertisement to inserted (selection criteria; Fig. 6, step 110), corresponding to a subset of said plurality of receiving nodes (corresponding to a particular viewer; column 11, lines 35-49) and responsive to said determination, retrieving the next advertisement (Fig. 6, step 110; column 17, lines 23-32), each advertisement being previously matched to one or more subscribers associated with one of said receiving nodes (wherein only ads selected by the ad selection criteria for a subscriber are sent to memory and stored; Fig 5; column 15, lines 16-23 and column 11, lines 31-49), he fails to specifically disclose storing a



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queue, said queue comprising a plurality of queue locations and wherein the sold specific queue slots at least partially determine the order of the advertisements in said ordered list.

In an analogous art, Guyot discloses a system for displaying targeted advertising (Fig. 1; column 3, lines 13-16) wherein a queue of targeted advertisements is transmitted from a server to a subscriber system (column 5, lines 18-22 and column 4, lines 29-39) containing address locations advertisements (column 4, lines 49-50) and advertisements are then selected from the ad queue for display (column 7, lines 58-62) wherein the advertisers are charged for inclusion of their ads within the queue (column 10, lines 23-29) for the typical benefit of allowing the system to better control the output and updating of advertisements (column 3, lines 49-54, column 5, lines 18-27 and column 6, line 64-column 7, line 11).

Additionally, in an analogous art, Doherty discloses a system for displaying targeted advertising (Fig. 1; paragraph 25, lines 1-6) wherein a scheduler (140, Fig. 1) will assemble an ordered list (the schedule; paragraph 29) of references (or ARLs) pointing to advertisements (paragraph 28, lines 3-7 and paragraph 29), based upon advertisement priorities (paragraph 40), to determine the order in which advertisements are to be displayed (paragraph 38) wherein locations in the ordered list are sold to advertisers (advertisers pay a fee for their ads to be included and displayed; paragraphs 40, 46, 48 and 49) and wherein the sold locations at least partially determine the order of the ARLs in said ordered list (wherein advertisers pay to increase their ad priority and playback time; paragraphs 40, 46, 48 and 49) for the typical benefit of allowing the

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system provider additional revenue while allowing advertisers to control the display of their advertisement as desired (paragraphs 40, 46, 48 and 49).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Zigmond's system to include storing a queue, said queue comprising an ordered list of advertisements and retrieving from said queue one of said advertisements in accordance with said order, as taught by Guyot, for the typical benefit of allowing the system to better control the output and updating of advertisements.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Zigmond and Guyot's system to include wherein the sold specific queue slots at least partially determine the order of the advertisements in said ordered list, as taught by Doherty, for the typical benefit of allowing the system provider additional revenue while allowing advertisers to control the display of their advertisement as desired.

As to claim 98, Zigmond, Guyot and Doherty disclose wherein the advertisements in the queues are independent of the timing of the detected intervals (wherein ads are inserted based upon time independent information, such as program content, ratings and user preferences, habits and demographics; column 12, line 44-column 13, line 12, column 13, lines 48-58 and column 14, lines 13-58).

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As to claim 99, Zigmond, Guyot and Doherty disclose wherein each of the one or more queues is associated with a specific channel in the programming stream (associated with the currently viewed channel; column 12, line 44-column 13, line 6).

As to claim 100, Zigmond, Guyot and Doherty disclose wherein step (a) includes transmitting a plurality of channels within the programming stream and selecting one of said channels (column 12, line 44-column 13, line 28), and wherein step (e) includes inserting the advertisements from a queue associated with the selected channel into the detected intervals in the selected channel (associated with the currently viewed channel; column 12, line 44-column 13, line 6).

As to claim 101, Zigmond, Guyot and Doherty disclose wherein the specific individual queue slots are sold to advertisers (wherein third party advertisers contract to have their ads inserted to consumers; see Zigmond at column 8, lines 22-29 and column 14, lines 17-21).

As to claim 102, Zigmond, Guyot and Doherty disclose wherein the specific individual queue slots are sold (selling a predetermined number of ad exposures; see Zigmond at column 8, lines 22-29) at least partially on a repetition rate within the queue of the sold individual queue locations (wherein the ad is repeated a set number of times within a given time period; see Zigmond at column 13, lines 40-45).

As to claim 103, Zigmond, Guyot and Doherty disclose wherein the order of the in the ordered list is independent of the substance of the advertisements in the queue (wherein ads are inserted based upon time of day; column 13, lines 59-67).

4. Claims 3-6 and 9 are rejected under 35 U.S.C. 103(a) as being unpatentable over Zigmond, Guyot and Doherty as applied to claims 2, 20, 39 and 51 above, and further in view of Bhagavath et al. (Bhagavath) (6,119,098) (of record).

As to claim 3, while Zigmond, Guyot and Doherty disclose indicators for upcoming avails and ARLs corresponding to advertisements, they fail to specifically disclose identifying a duration of said avail and identifying a duration of said advertisement.

In an analogous art, Bhagavath discloses a system for insertion advertisements into media (column 1, lines 65-67 and column 2, lines 1-10) which will provide media metadata (Fig. 10) indicating intervals when ads are to be inserted and the duration of the ad interval (column 6, lines 44-48) and ad metadata (Fig. 9A) defining a duration of an ad (column 6, lines 25-31) and wherein a particular ad is chosen by comparing the two types of data (column 6, lines 18-24) for the typical benefit of ensuring that a selected ad will fit into a particular ad slot.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Zigmond, Guyot and Doherty's system to include identifying a duration of said avail and identifying a duration of said advertisement, as

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taught by Bhagavath, for the typical benefit of selecting an advertisement of appropriate duration for any particular ad slot.

As to claim 4, Zigmond, Guyot, Doherty and Bhagavath disclose wherein said order of said ARLs in said queue is based at least partially on said duration of said advertisements relative to said duration of avails detected in said stream (based upon a comparison of an ad duration and an ad slot duration; see Bhagavath at column 6, lines 18-21, 29-31 and 44-48).

As to claim 5, Zigmond, Guyot, Doherty and Bhagavath disclose

(h) determining at least one characteristic of a viewer of said television programming (determining user preferences; see Zigmond at column 11, lines 13-19 and lines 24-30); and

(i) ordering said queue based at least partially on said at least one characteristic (wherein the ad selections are based upon the viewer data; see Zigmond at column 11, lines 13-19 and lines 42-49).

As to claim 6, Zigmond, Guyot, Doherty and Bhagavath disclose wherein said at least one characteristic is based on the content of the programming stream prior to said interval (wherein the determined user characteristic at any particular interval is inherently based on viewing habits prior to the interval; see Zigmond at column 11, lines 13-18).

As to claim 9, Zigmond, Guyot, Doherty and Bhagavath disclose  
(h) receiving at said receiving node instructions (selection rules and parameters; see Zigmond at column 11, lines 66-67 and column 12, lines 1-14 and lines 25-32) dictating how to order said ARLs in said queue (dictating the selection of advertisements; see Zigmond at column 11, lines 35-49); and  
wherein step (c) includes ordering said queue in accordance with said instructions (wherein the advertisements are selected from the queue for use based upon the context info for the ads; see Guyot at column 4, lines 28-67 and column 7, lines 58-62).

### ***Conclusion***

5. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

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6. The following are suggested formats for either a Certificate of Mailing or Certificate of Transmission under 37 CFR 1.8(a). The certification may be included with all correspondence concerning this application or proceeding to establish a date of mailing or transmission under 37 CFR 1.8(a). Proper use of this procedure will result in such communication being considered as timely if the established date is within the required period for reply. The Certificate should be signed by the individual actually depositing or transmitting the correspondence or by an individual who, upon information and belief, expects the correspondence to be mailed or transmitted in the normal course of business by another no later than the date indicated.

### **Certificate of Mailing**

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Signature: \_\_\_\_\_

Registration Number: \_\_\_\_\_

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Please refer to 37 CFR 1.6(d) and 1.8(a)(2) for filing limitations concerning facsimile transmissions and mailing, respectively.

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to James Sheleheda whose telephone number is (571) 272-7357. The examiner can normally be reached on 9:00-5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Kelley can be reached on (571) 272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

James Sheleheda  
Patent Examiner  
Art Unit 2623

.JS

  
CHRIS KELLEY  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 2600